

Austin Parks and Recreation Department Hancock Golf Course



Parks & Recreation Board
December 4, 2020

Recent Background

Golf ATX Evaluation

- 2019 National Golf Foundation Consulting Evaluation of Golf ATX (Hancock Golf)
 - Conditions requiring \$700,000 to \$900,000 in repairs and improvements
 - Three Options to Consider:
 1. Passive Park
 2. Modify Hancock
 3. Golf Concessionary Operation

2020 Community Engagement

- First Meeting was February 29, 2020
- Online Survey from February 29 to May 27, 2020
- Small Group Engagement, November 2020
- PARB Briefing, December 2020



Hancock Golf Course Financial Challenges

Six Year Financial Trend



(\$260,851)

(\$156,285)

(\$200,143)

(\$185,046)

(\$127,548)

(\$118,179)



Hancock Golf Course Goals

PARD Goal for Hancock Golf Course:

- 1) Increase the fiscal responsibility of City funds
- 2) Financial solvency at Hancock Golf Course
- 3) Maintain golf's historic significance at this location by seeking a concessionaire to update and manage golf at Hancock

What this means:

- Focus will be on keeping golf in line with community input
- PARD will include community input in RFP process
- Community can share additional park elements to be considered



PARD Direction

- [City of Austin Public Participation Principles](#): Transparency
- Neighborhood and citywide outreach
 - This serves as a regional public golf course on designated parkland
- Emphasis on historic presence of golf and maintaining golf
 - Almost 19,000 rounds of golf played in 2019
 - 20,210 rounds played in 2020
- [PARD Long Range Plan](#)
- City Council conversations
- Community engagement since 2012
- PARD is interested in hybrid model: golf *and* park elements



Clarifying Concerns from Community

- Purpose – [FAQ document](#)
- Improvements vs. Development – understanding difference
- Site remains parkland, owned by the City – Not for Sale
- Concession agreements are throughout the park system
 - No taxpayer funding for improvements
- Recreation Center – will remain as it is
- Historic Designations remain in place
- Stays green

Small Group Engagement Meetings

- Cancelled Citizen Engagement Meetings (October 26, 29)
 - 185 signed up for October 26 Virtual Meeting
- Met with Neighborhood Association Representatives (November 2020)
 - Eastwood Neighborhoods Association
 - Hyde Park Neighborhood Association
 - Cherrywood Neighborhood Association
 - North Loop Neighborhood Association
 - North University Neighborhood Association (NUNA)
 - Hancock Neighborhood Association
- Met with Conservancy Representatives (November 2020)
 - Hancock Golf Course Conservancy
 - Hancock Conservancy
- Met with Golf Advisory Group (November 2020)

Three Main Concepts

1. Request for Proposal: Negotiation of All Terms and Best Evaluated Proposal
 - PARD will work with the community feedback on the Scope of Work
 - Concessionary Agreement like Butler Pitch and Putt and Zilker Train
 - Final selection considers all elements, not just cost or revenue
 - City Council will have to approve final concept
2. Leave the Golf Course As Is and Make No Changes
 - Beloved space that is still well used; not fiscally sustainable
 - Replace outdated equipment and course renovations needed
3. All Passive Park
 - New entity has organized with this primary purpose; this move would need a policy shift guided by City Council
 - Minimum yearly maintenance cost is \$200K

Proposed Timeline & Next Steps

ACTION	DATE
Formal Discussion with Contract and Concessions Committee (Parks Board)	November 2019
Citizen Communication	1 st Meeting – February 29, 2020
Neighborhood Association/Conservancy Meetings	November 16-20, 2020
Presented Engagement Plan to Golf Advisory	November 18, 2020
PARB Briefing on Engagement Process	December 4, 2020
Community Survey on Desired Elements/Citizen Engagement	January/February 2021
Make Recommendations to Parks Board	April 2021
Memorandum to Council for Project Summary, Next Steps	May 2021

Questions